

MONDAY 20 MAY

HOTEL HILTON TALLINN PARK, Fr.R.Kreutzwaldi 23, Tallin, Estonia

DAY 1

MORNING SESSION

09:00 FROM MEDIA TO PEOPLE

By Ilmar Raag, Film Director
Opening of the conference

09:20 WHY MARKETING IS SO CRITICAL TO THE FUTURE HEALTH OF PUBLIC SERVICE BROADCASTING

By Kerris Bright, BBC Chief Customer Officer
From smart use of data to driving consumption & relevance amongst younger audiences through brilliant creative work, Kerris will show that Marketing has a more critical & central role than ever before in ensuring that Public Service Broadcasting thrives into the future.

10:05 FROM STAR WARS TO 007

By Helen Baker, Producer and Andrew Booth, Creative Director, BLIND
The craft of screen graphics and movie user interfaces.
Andrew and Helen will talk about the importance of diversity through design, and about utilizing BLIND's feature film experience and applying it to long form TV productions and branded content for global broadcast companies.

10:50 COFFEE BREAK

11:20 BIG CHANGE FOR BIG GAINS: A CUSTOMER CENTRIC ORGANIZATION

By Vincent Crabbé, Head of Marketing, RTBF
The restructuring of RTBF for a new generation.

11:40 CREATORS OF POSSIBILITY

By Michael Lean, Head of Planning, BBC Creative
A new brand story for the BBC.

12:00 2019 AWARDS VOTING PART 1

12:40 LUNCH BREAK

AFTERNOON SESSION

13:40 CUTTING THROUGH CREATIVELY WITH UNDER 35s

By Jenny Double, Senior Strategic Planner, BBC Creative
How to engage young audiences in a highly social age.

14:00 YOUTH RELEVANCE

By Marina Felipe, Brand Insight Manager, BBC
The BBC gets personal with young audiences through social listening.

14:20 REACHING YOUNG ADULTS THROUGH SOCIAL MEDIA

By Hanna Larsson, Digital Strategist, SVT and Nadra Mechouk, Teamleader, SVT
How SVT maximized effect through digital insights.
A shared creative process with precise follow-ups created continuous learnings and improved storytelling - and it maximized reach in the target group's different segments. Team leaders Nadra and Hanna share their experiences.

14:40 COFFEE BREAK

15:10 REBRANDING IN TIMES OF COMPLEXITY AND FRAGMENTATION

By Cecilie Lyng, Head of Brand NRK
Finding the starting point and the right process for rebranding across platforms is more demanding than ever. Now NRK is in the middle of the process. Be inspired or learn from our faults!

15:30 BREAKING (THE) NEWS

By Emmanuelle Lacaze, CEO Gédéon and Lieven Van Overbeeke, Creative Director, Gédéon
The tools you need to adapt and build the news brand of the future.
A journey through the writing, presentation (on or off-screen), directing, lighting and set design of an effective news brand for news channels to master all disciplines of modern storytelling (from traditional TV broadcasts to bite-size digital news) as audiences' expectations and news consumption have evolved in the digital age.

16:00 2019 AWARDS VOTING PART 2

20:00 GALA DINNER & AWARD

SCHEDULE OVERVIEW 20-21 MAY 2019

TUESDAY 21 MAY

HOTEL HILTON TALLINN PARK, Fr.R.Kreutzwaldi 23, Tallin, Estonia

DAY 2

MORNING SESSION

09:30 ENGAGING THE 'LIQUID CONSUMER'

By Daria Krivonos, CEO and Futurist Copenhagen Institute for Futures Studies
We are moving towards a future with more liquid behavioural patterns, horizontalized competition, new technologies, and changing consumer needs. These trends intertwine in complex ways. Together, they represent a major shift in consumption that impacts companies across industries.

10:00 TAKING THE GUESSWORK OUT OF PROMO PLANNING

By Alex Gemmell, Director of Media Planning & Presentation, BBC Studios and Simon Jackson, Media Planning Manager, BBC Studios
How to take a fact-based view of on-air promotion and challenge our assumptions about Media Planning.

10:30 HOW SCIENCE CAN IMPROVE OUR CRAFT

By Markus Küppers, Psychologist and CEO of Cologne-based institute september
Biometrical analysis of viewers reactions to video
In his session, Markus Küppers will show how biometrical research helps decoding the underlying rules of program trailers, so that they succeed in appealing to the viewers' subconscious.

10:50 COFFEE BREAK

11:20 WORLD CLASS LESSONS ON AI IN MARKETING

By Elli Tuominen, Strategy Director & Partner, Kurio and Jari Lähdevuori, Creative Director & Partner, Kurio
How to use AI in winning marketing today?
Lessons learned from 2400+ campaigns from Cannes Lions 2016-2018.

12:00 BBC SOUNDS: LAUNCHING A NEW WAY OF LISTENING

By Michael Lean, Head of Planning BBC Creative and Jenny Double, Senior Strategic Planner, BBC Creative
How the BBC launched a new audio platform for new listening behaviours
Jenny and Mike will talk through how the BBC have created, launched and marketed a new digital audio product in to a crowded market.

12:30 THE BIGGEST REBRAND IN 20 YEARS FOR FRANCE TV

By Philippe Deloeuvre, Head of Brand, France Télévisions
Philippe will tell us about last year's new brand architecture implementation and the evolution of the logo and visual identity of the group and its channels to align the look and feel of linear channels with non-linear services.

13:00 LUNCH BREAK

AFTERNOON SESSION

14:00 HOW TO ATTRACT THE GAMERS' TRIBE?

By Riikka Takila, Producer, Yle and Hannu Haapasalo, Project Manager, Marketing, Yle Dragonslayer666.
Yle's multiplatform esports drama grew quickly up into a viral phenomenon among the teenage gamers against all odds. How to attract this initially reluctant piece of audience and keep them engaged for three seasons.

14:20 BITE SIZE SESSIONS

HiStories: How to make history mobile-friendly
By Lucie Macháčková, Head of On-Air Promotion, Czech Television
Social media edutainment project focused on bringing crucial events of the 20th century to younger generation in a playful and relatable way

Disrupting the TV Licence

By Joseph Hoban, Head of Communications, RTÉ
From legal obligation to lifestyle choice
Public media is increasingly reliant on public funding, so changing how we market the TV Licence isn't just desirable, it's essential.

Spot Young Productions Talents & Co-Create with your Younger Audiences

By Sarah Cederberg, Innovation Consultant, DR
For one week 25 young digital production Danish talents (18-25 years old with many different backgrounds, as autodidact video producers, photographers, storytellers, game developers, graphic and animation designers) solve tasks for four different editorials at the DR Summer School.

15:00 WRAP-UP AND CONCLUSIONS

15:15 END OF THE CONFERENCE